

ABSTRACT

The development of information technology and media has an impact on the rapid growth of Visual Communication Design (DKV) education. One of the example is the growth of DKV education in Bandung. There are thousands of students enrolled in all public and private universities in Bandung, this is supported by data recorded on the PDDikti website. This encourages creative actors to create a community that can accommodate their creativity. Bandung Design Friendly (BDF) was present in 2014 to fulfill these needs. However, currently DKV students are not aware of its existence and do not yet have a community forum through media online. This study aims to promote BDF and accommodate the community with online media, namely the website. The research method used is literature study, observation, interviews, and questionnaires. Based on the results of the study, it can be concluded that the website can be an online medium that can promote BDF to a wider reach and facilitate information search and become an online community forum so that it can maintain the existence of BDF.

Keywords: Promotion, Website, Bandung Friendly Design.